



Indiana Office of Tourism Development

Tourism Trails Development Grant Information & Application

**Grant Application Deadline:
Friday, April 13, 2012 by 4:00 pm EDT**

Indiana Office of Tourism Development
1 N Capitol, Suite 600
Indianapolis, IN 46204

Section I: Introduction

Purpose: This is a competitive grant program designed to aid local and regional efforts to develop, market and expand tourism-focused thematic trails in Indiana. This program strives to showcase through these trail projects the positive impact tourism has on Indiana's economy and local communities. This program has been developed to encourage collaboration, cultivate partnerships and leverage local and regional resources to meet opportunities in communities.

Projects: Program funding will be awarded to successful applicants that showcase the areas' distinctiveness, increase tourism development and encourage visitation to the area via a trail. Projects submitted can either be new trail development or existing trail expansion. Past Trail Grant Awardees are highly encouraged to apply. Examples of such trails would be food, artisan and heritage trails.

When applying, successful applicants should consider the following aspects in the development and/or expansion of their trail:

- Reflect the area's unique culture, illustrate sense of place and offer unique visitor experiences
- Maintain a creative and consistent theme
- Depth of involvement by partnering groups
- Diversity of sites included on the trail
- Layout must be logical, appealing and appropriate for visitors
- Visitor friendliness of trail facilities (i.e. consistent hours, adequate parking, clean restrooms and ADA compliance)
- Overall impact a trail has on the local economy, tourism industry, etc.

Partners: A competitive project will successfully facilitate partnerships between local groups interested in tourism development. Groups able to apply included, but are not limited to, convention and visitor bureaus, local or regional economic development agencies, units of local government and not-for-profit community associations.

Section II: Requirements

Applicant Qualifications: Grants will be awarded to local and regional partnership groups working to connect local tourism entities with visitors through development and promotion. Applicants must be not-for-profit entities. The lead applicant must be identified. Consideration will be given to the quality and diversity of project partners. The roles of each partner should be documented in the application. Letters of support from project partners are required. An additional letter of support from a local or regional entity that will benefit from this project is required.

Funding: The total of \$75,000 has been allocated for this program. Grant requests of up to \$10,000 will be considered. This is a 1:1 cash match grant program. In-kind contributions will not be considered.

Federal and other state funds may not be used as cash match. Submission of matching funds must be properly documented. Documentation for cash match requires a letter from the organization committing to the cash match. The letter must be on the organization's letterhead and signed by either Chief Executive Officer or Chief Financial Officer. The letter must include the total amount committed for the entire grant period and certify that the funds will be available at the commencement of the grant funded project.

Selected grantees will be permitted to utilize the funds for the duration of the project period according to the start and end dates identified in the grant agreement, but cannot exceed 18 months.

Allowable Uses of Funding: Examples of eligible costs include, but, are not limited to:

- Planning and Development
 - Inventory of trail partners
 - Documentation of local stories for trail marketing purposes
 - Creation of an incentive/frequent-user program
 - Development of unique trip packages/itineraries related to the trail
 - Consulting services
- Marketing and Promotion
 - Website development
 - Trail promotion material
 - Advertising and public relations efforts
 - Podcasting and other social media efforts
 - Signage/interpretive panels
- Site Enhancements

Restrictions: A project budget, including the cash match, may not include:

- Wages, salaries and fringe benefits
- Administrative expenses, including grant administration
- Capital equipment (office equipment, vehicles, etc.)
- Operational expenses such as rent, utilities, insurance, non-program-related salaries
- Costs to supplant existing funds (the funding opportunity must be used for expansion of existing services or implementation of new services)
- Direct financial support to provide start up or operational capital to businesses.

Financial Reimbursement Procedures: Below is a timeline for the release of funds.

- Upon receiving a fully executed grant agreement, the grantee may request 75% of the funding up front.
- The remaining 25% will be released upon submission of a final report. Guidelines for submitting a final report will be distributed at the completion of the grant agreement.

The project must be initiated within three months of receiving the fully executed grant agreement and completed within 18 months. Funded projects will be provided with the necessary paperwork and documentation for reimbursement and reporting requirements. Grantees must be willing to establish themselves as a direct deposit vendor with the State of Indiana by completing a W9 and direct deposit forms provided by the State. Grant agreements are prepared by the State and must be signed by the applicants before funds are distributed. *The grant agreement process can take several months to complete. No funds can be accessed until the grant agreement is signed by the State and the Grantee.* Grantees must maintain appropriate financial records that would permit an audit by the State.

Reporting and Records Retention: The grantee will submit a progress report at the time of requesting the balance of the grant as well as at the conclusion of the grant. The report will include a narrative and financial expenditures section as well as an update on the Goals and Outcomes Document. The format of the report will be provided to the lead applicant upon selection for funding. Funded projects will be expected to maintain supporting financial documentation of grant expenditures sufficient to enable an audit by the State of Indiana and for monitoring by the Indiana Office of Tourism Development (IOTD).

Grantees are expected to maintain records as appropriate to the type of project being implemented. All records should be maintained for three years beyond the close of the grant period. IOTD may monitor these records for the life of the project.

Section III: Timeline

- Grant applications are due Friday, April 13, 2012 by 4:00 pm EDT
- Grant awards announced no later than Monday, April 23, 2012
- Grant execution from executed agreement date until 18 months later

Section IV: Application Instructions

To be considered for grant funding applicant must properly complete the necessary documents by the deadlines provided. Below are detailed instructions. The necessary forms are included.

Please complete the attached Information Page, Budget Summary, Goals and Outcomes Document, Application Questions and Signature Page by Friday, April 13, 2012 at 4 pm EDT. *Applications received after this deadline will not be considered.* The application should be presented in the following order:

1. Cover Page (provided by the grant applicant)
2. Information Page and Letters of support (provided by the grant applicant)
3. Budget Summary
4. Goals and Outcomes Document
5. Application Questions*
6. Signature Page
7. Vendor Information Form - Download the [Vendor Information SF# 53788](#) or retrieve it from the Administration Forms section of the [Indiana Auditor website](#). This is the final portion of the application.

*The application questions can be answered using a separate document. Clearly identify each question and answer the questions in the order provided. The answers should be succinct. Applicants should include a timeline, summary of any marketing plans and other support documents in this section of the application.

The application must be typed. Five hard copies, one original and four copies, of the proposal must be received by Friday, April 13, 2012 at 4 pm EDT. Original signatures must be made in blue ink. No electronic submissions will be accepted. Do not use acronyms in the grant proposal.

Proposals may be mailed or delivered to:
Indiana Office of Tourism Development
1 N Capitol, Suite 600
Indianapolis, IN 46204

If questions, you may email marketing@visitindiana.com.

Indiana Trails Development Grant: *Information Page*

Provide the following applicant information. The Information Page should be the second part of the grant application following the *Cover Page* provided by the applicant.

Project Name	
Grant Amount Requested	
Amount of Cash Match*	
Total Budget	
Lead Organization	
Non-profit Status	
Federal Tax ID Number	
Address	
City/State/Zip	
County	
Website	
Main Contact	
Phone	
Email	

* Letter(s) identifying the source and amount of the cash match are required. Proper documentation must be provided on the letterhead of the organization that will provide the cash match and be signed by the chief executive or chief financial officer.

List all partners involved with the project and indicate their role.

Organization	Responsibility	Type of support given

Please include, following this page, all letters of support from the partner organizations as well as one letters of support from a local or regional entity to benefit from the project.

Indiana Trails Development Grant: *Budget Summary*

Use the form below to document project's eligible expenses, reference page 3 - *Allowable Uses of Funding*. Please indicate the grant request along with the cash and in-kind contributions. The Budget Summary should be the third part of the grant application after the *Cover Page* and the *Information Page/Letters of Support*.

Note: only cash is accepted as match for the grant, but documenting in-kind contributions will help illustrate the project's overall impact.

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Indiana Trails Development Grant: *Goals and Outcomes Document*

Please outline project goals and the outcomes that will result once those goals are reached (please indicate the specific timeframe for reaching the goal and obtaining the outcome in the appropriate short or long term column). A detailed update of this document will be part of the reporting process to secure remaining funds and at the conclusion of the grant. Applicants do not have to use the exact space provided to complete this document successfully. The Goals and Outcomes Document should be the fourth part of the grant application after the *Cover Page*, the *Information Page/Letters of Support* and the *Budget Summary*.

Goals:	Short Term	Long Term

Outcomes:	Short Term	Long Term

Indiana Trails Development Grant: *Application Questions*

The application questions can be answered using a separate document. Clearly identify each question and answer the questions in the order provided. Although there is no page limit, the answers should be succinct. These pages used to complete these questions should be included as the fifth part of the grant application following the *Cover Page, Information Page/Letters of Support, Budget Summary*, and the *Goals and Outcomes Document*.

1. Discuss why this trail is being developed. What needs will it address and how?
2. Identify whether this project is a new venture or the expansion of an existing one.
3. What is the primary focus/theme of your trail (if there are subthemes, please elaborate)?
4. What geographic area will the trail encompass?
5. List all venues that will be part of the trail. Provide a trail map or illustration of the trail.
6. Do the sites on the proposed trail properly accommodate visitors? Explain how.
7. What are your goals for sustaining this project, and how do you plan to accomplish those goals?
8. Does this project support or relate to any community development efforts ongoing in your area?

In addition, applicants should provide the following:

- A timeline for the project
- A summary of any marketing plans
- Other supporting documents

Indiana Trails Development Grant: *Signature Page*

This is the final page of the application. Sign and attach this form as the concluding page of your application. Lead Applicant and all applicant partners must sign below. Add more signature lines, if necessary. Signatures must be in blue ink. The original signature page is the sixth part of the grant application after the *Cover Page*, the *Information Page/Letters of Support* and the *Budget Summary*, the *Goals and Outcomes Document*, and the *Application Questions*.

Upon signing this request, I am certifying that the applicant is not in violation of any state or federal law, or municipal ordinances as of this date. No money is due and payable to any municipal, county, state or U.S. governmental agency or department, nor does the applicant have liens or potential liens which could jeopardize the completion of this project.

Signature/Title of CEO/CFO/Executive Director of Lead Organization

Date

Signature/Title of CEO/CFO/Executive Director of Partner Organization

Date

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